SEP 17 2004 22

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DECLARATION AND POWER OF	Attorney Docket Nu	ımber	Google-74 (GP-282-00-US) Paul BUCHHEIT			
ATTORNEY FOR UTILITY OR DESIGN	First Named invento	or				
PATENT APPLICATION	COMPL	COMPLETE IF KNOWN				
(37 CFR 1.63)	Application Number	Application Number 10/814,104				
Declaration Submitted OR Submitted after Initial With Initial Filling (surcharge	Filing Date	March	31, 2004			
	ial Art Unit	Art Unit 3622				
Filing (37 CFR 1.16 (e))	Examiner Name	Not ye	et assigned			

	16001180)	- Examine Name	1					
As the below named inventor, I hereby declare that:								
My residence, mailing address, and citizenship are as stated below next to my name.								
I believe I am the original and first invi	entor of the subject matter v	which is claimed and for wh	ich a patent is soug	ht on the invention entitled:				
RENDERING CONTENT-TARGETED ADS WITH E-MAIL								
	(Title of the in	vention)						
the specification of which	·							
Is attached hereto								
OR								
was filed on (MM/DD/YYYY)	March 31, 2004	as United States	Application Number	or PCT International				
Application Number 10/814,104	and was amend	ed on (MM/DD/YYYY)		(If applicable).				
I hereby state that I have reviewed and any amendment specifically referred to	d understand the contents of above.	of the above identified spec	fication, including th	ne claims, as amended by				
I acknowledge the duty to disclose info applications, material information whice international filing date of the continual	ormation which is material to h became available betwee ion-in-part application.	in the filing date of the prior	application and the	national or PCT				
Thereby claim foreign priority benefits under 35 U.S.C. 119(a)-(d) or (f), or 365(b) of any foreign application(s) for patent, inventor's or plant breeder's rights certificate(s), or 365(a) of any PCT international application which designated at least one country other than the United States of America, listed below and have also identified below, by checking the box, any foreign application for patent, inventor's or plant breeder's rights certificate(s), or any PCT international application having a filing date before that of the application on which priority is claimed.								
Prior Foreign Application Number(s)	Country	Foreign Filing Date (MM/DD/YYYY)	Priority Not Claimed	Certified Copy Attached? . YES NO				
		<u></u>						
Additional foreign application nur	mbers are listed on a supple	emental priority data sheet	PTO/SB/02B attach	ed hereto:				

[Page 1 of 5]

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DECLARATION AND POWER OF ATTORNEY Utility or Design Patent Application

Power of Attorney:

As a named inventor, I hereby appoint:

John C. Pokotylo (Reg. No. 36,242) Michael P. Straub (Reg. No. 36,941) Ronald P. Straub (Reg. No. 48,941) Michelle Lee (Reg. No. 40,695) Kulpreet Rana (Reg. No. 43,127) Karl Sun (Reg. No. 45,143) Amin Zoufonoun (Reg. No. 48,065)

as my attorneys to prosecute this application and to transact all business in the United States Patent and Trademark Office in connection therewith.

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Utility or Design Patent Application							
Direct all correspondence to: Customer Numbe or Bar Code Label			Correspondence address below				
Name Straub & Pokotylo)	10110				
Address 620 Tinton Avenue, Bldg. B, 2 nd Floor		<u>,</u>					
City Tinton Falls		State NJ	ZIP 07724-3260				
Country USA Tele	phone (732) 5	42-9070	Fax (732) 542-9071				
I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.							
NAME OF SOLE OR FIRST INVENTOR:	A petition h	as been filed for this un	signed inventor				
Given Name (first and middle [if any]) Paul or Surname BUCHHEIT							
Inventor's Signature	2		7-22-09				
Residence: City Mountain View	8tate CA	Country USA	USA Chizenship				
Mailing Address 900 High School Way, Apt. # 23	124						
City Mountain View	State CA	zip 94041	Country USA				
NAME OF SECOND INVENTOR:	A petition has	s been filed for this unsi	ned Inventor				
Given Name (first and middle [if any]) Yingwei Claire		Family Name or Surname CUI					
Inventor's Signature	1		7/16/04				
Realdence: City Cupertino	State CA	Country USA	Peoples Republic of Citizenship China				
Malling Address 6092 Willowgrove Lane							
City Cupertino	State CA	ZIP 95014	Country USA				
Additional inventors are being named on the2_su	pplemental Additio	onal inventor(s) sheet(s) PTO	SB/02A attached hereto.				

Please type a plus aign (+) inside this box

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DECLARATION AND POWER OT ATTORNEY

ADDITIONAL INVENTOR(S) Supplemental Sheet Page 4 of 5

Name of Additional Jaint Inventor (f. a.e.	Т			7			
					n has been filed for this unsigned inventor		
Given Name (first and middle [if any])			-	Femily I	lame or Su	mame	
Jing			LI	м	. ,-		
Inventor's Signature						Date / 16/2004.	
Residence: City Senta Clara	State CA			Country USA		Chizenship Singapore	
Mailing Address 2481 Austin Place							
Mailing Address							
City Santa Clara	Sta	te CA	-	ZIP 95050	Count	y USA	
Name of Additional Joint Inventor, if any:							
Given Name (first and middle [if any])			\Box	Pamily	y Name or S	urname	
Narayanan SHIVAKUMAR							
Inventor's Signature			•			Date	
Residence: City San Jose	Sta	CA	_	Country USA		Citizenship India	
Mailing Address 1093 McKay Drive							
Mailing Address				·			
City San Jose	St	ate CA		ZIP 95131	Cou	intry USA	
Name of Additional Joint Inventor, if any	/ :			A petition has been	filed for this	unsigned inventor	
Given Name (first and middle [if any])		_		Family N	lame or Sur	name	
Michael			TS	AO			
Inventor's Signature Market						Date 7/16/4	
Residence: City San Mateo	Residence: City San Matso State CA			Country USA	Chizenship USA		
Mailing Address 2153 De Anza Boulevard							
Malling Address							
city San Mateo	Stat	co CA		ZIP 94402	c	ountry USA	

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ADDITIONAL 1995

POWER OT ATTORNEY

Supplemental Sheet Page 5 of 5

Name of Additional Joint Inventor, if any		A petition has been filed for this unsigned inventor					
Given Name (first and middle [if any])				Family Name or Surname			
Russ			TU	JCK			
Inventor's Signature						Date 7/21/04	
Residence: City San Jose	State CA			Country USA		Citizenship USA	
Mailing Address 1136 S. Blaney Avenue							
Mailing Address	_				_,		
city San Jose	Sta	te CA		ZIP 95129	Count	try USA	
Name of Additional Joint Inventor, if any	/ :			A petition has been	filed for th	is unsigned inventor	
Given Name (first and middle [if any])				Family Name or Surname			
Inventore Signature						Date	
Residence: City	Sta	rte.		Country		Citizenship	
Mailing Address							
Mailing Address							
City	Sti	ate		ZIP	Co	untry	
Name of Additional Joint Inventor, if any	/:		A petition has been filed for this uneigned inventor				
Given Name (first and middle [if any])			Family Name or Surname				
Inventors Signature						Pate	
Residence: City State			Country			Citizenship	
Mailing Address							
Mailing Address							
City	Stat	te		ZIP	c	ountry	
						<u> </u>	

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The period of th									
DECLARATION AND POWER OF	Attorney Docket Nur	nber	Google-74 (GP-282-00-US)						
ATTORNEY FOR UTILITY OR DESIGN	First Named Inventor	г	Paul BUCHHEIT						
PATENT APPLICATION	COMPLETE IF KNOWN								
(37 CFR 1.63)	Application Number	10/814,104							
Declaration Declaration	Filing Date	Marc	th 31, 2004						
Submitted OR Submitted after Initial	Art Unit 3622								
With Tritial Filing (strcharge Filing (37 CFR 1.16 (e)) required)	Examiner Name	Not 3	vet assigned						

As the below named inventor, I here	As the below named inventor, I hereby declare that:								
My residence, mailing address, and citizenship are as stated below next to my name.									
I believe I am the original and first inventor of the subject matter which is claimed and for which a patent is sought on the invention entitled:									
RENDERING CONTENT-TARGETED ADS WITH E-MAIL									
	(Title of the la	nvention)							
the specification of which									
ls attached hereto									
OR									
was filed on (MM/DD/YYYY)	March 31, 2004	as United States	Application Number	or PCT International					
L									
Application Number 10/814,104	and was amend	led on (MM/DD/YYYY)		(if applicable).					
I hereby state that I have reviewed and any amendment specifically referred to	d understand the contents of above.	of the above identified spe	cification, including th	ne claims, as amended by					
I acknowledge the duty to disclose Infe applications, material information which international filing date of the continual	in decame available betwee	o patentability as defined an the filing date of the pri	in 37 CFR 1.56, inclu or application and the	ding for continuation-in-part analonal or PCT					
hereby claim toreign priority henefits	under 35 (LS C. 119/5)-/d\	or (f), or 365(b) of any fo	reign application(s) for	or patent, inventor's or plant					
I hereby claim foreign priority benefits under 35 U.S.C. 119(a)-(d) or (f), or 365(b) of any foreign application(s) for patent, inventor's or plant breeder's rights certificate(s), or 365(a) of any PCT international application which designated at least one country other than the United States of America, listed below and have also identified below, by checking the box, any foreign application for patent, inventor's or plant breeder's rights certificate(s), or any PCT international application having a filing date before that of the application on which priority is claimed.									
Prior Foreign Application Number(s)	Country	Foreign Filing Date (MM/DD/YYYY)	Priority Not Claimed	Certified Copy Attached? YES NO					
Additional foreign application nur	mbers are listed on a supple	emental priority data shee	PTO/SB/02B attach	ed hereto:					

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DECLARATION AND POWER OF ATTORNEY Utility or Design Patent Application

Power of Attorney:

As a named inventor, I hereby appoint:

John C. Pokotylo (Reg. No. 36,242) Michael P. Straub (Reg. No. 36,941) Ronald P. Straub (Reg. No. 48,941) Michelle Lee (Reg. No. 40,695) Kulpreet Rana (Reg. No. 43,127) Karl Sun (Reg. No. 45,143) Amin Zoufonoun (Reg. No. 48,065)

as my attorneys to prosecute this application and to transact all business in the United States Patent and Trademark Office in connection therewith.

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DECLARATION AND POWER OF ATTORNEY

Utility or Design Patent Application							
Direct all correspondence to: Customer Number or Bar Code Label OR Correspondence address below							
Name Straub & Pokotylo					-		
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City Tinton Falls			State	NJ	ZIP_07724-3260		
Country USA	Tele	ephone (732) 5	42-90	70	Fax (732) 542-9071		
I hereby declare that all statements made herein of a are believed to be true; and further that these stater made are punishable by fine or imprisonment, or bot validity of the application or any patent issued thereor	my ow	wn knowledge are Is were made with	e true an	nd that all statements made	statements and the like so		
NAME OF SOLE OR FIRST INVENTOR:		A petition h	as be	en filed for this unsign	ned inventor		
Given Name Family Name (first and middle [if any]) Paul or Surname BUCHHEIT							
Inventor's Signature					Date		
Residence: City Mountain View		State CA		Country USA	USA Citizenship		
Mailing Address 900 High School Way, Apt.	. # 2 3	324					
City Mountain View		State CA		ZIP 94041	Country USA		
NAME OF SECOND INVENTOR:	1	A petition has	s been	filed for this unsigne	d inventor		
Given Name (first and middle [if any]) Yingwei Claire			Family or Sur	y Name rname CUI			
Inventor's Signature					Date		
Residence: City Cupertino		State CA		Country USA	Peoples Republic of Citizenship China		
Mailing Address 6092 Willowgrove Lane		-	***************************************				
City Cupertino		State CA		ZIP 95014	Country USA		
Additional inventors are being named on the2_supplemental Additional Inventor(s) sheet(s) PTO/SB/02A attached hereto.							

[Page 3 of 5]

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DECLARATION AND POWER OT ATTORNEY			ADDITIONAL INVENTOR(S) Supplemental Sheet Page 4 of 5				
Name_of Additional_Joint Inventor, If any	/ :		——————————————————————————————————————				
Given Name (first and middle [if any])	1			Family Na	me or Sun	name	
Jing		L	IM				
Inventor's Signature						Date	
Residence: City Santa Clara	State	CA		Country USA	1.	Citizenship Singapore	
Mailing Address 2481 Austin Place							
Mailing Address							
City Santa Clara	State	CA		ZIP 95050	Countr	y USA	
Name of Additional Joint Inventor, if any:				A petition has been filed for this unsigned inventor			
Given Name (first and middle [if any])				Family N	lame or S	urname	
Narayanan			SHIVAKUMAR				
Inventor's Signaturo	egeo		Date Aug 20'			Date Aug 20'04	
Residence: City San Jose	State	CA	Country USA			Citizenship India	
Malling Address 1093 McKay Drivc							
Malling Address							
City San Jose	Stat	e CA		ZIP 95131	Cour	ntry USA	
Name of Additional Joint Inventor, if an	y:			A petition has been file	d for this	unsigned inventor	
Given Name (first and middle [if any])	Given Name (first and middle [if any])			Family Name or Surnamo			
Michael			Υ:	SAO			
Inventor's Signature		_				Date	
Residence: City San Matco	State CA			Country USA		Cittzenship USA	
Mailing Address 2153 De Anza Boulevard							
Malling Address				···			

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Supplemental Sheet Page 5 of 5

Name of Additional Joint Inventor, if any:					A potition has been filed for this unsigned inventor				
Given Name (first and middle [if any])			Family Name or Sumame						
Russ			TU	JĊI	Κ				
Inventor's Signature							Date		
Residence: City San Jose	Sta	te CA		C	ountry USA		Citizenship ·USA		
Mailing Address 1136 S. Blaney Avenue									
Mailing Address									
City San Jose	Sta	te CA		2	95129	Count	ry USA		
Name of Additional Joint Inventor, if any:						ils unsigned inventor			
Given Name (first and middle [if any])			Family Name or Surnamo				Burnamo		
Inventor's Signature Date					Dato				
Residence: City	Sta	ite		Country		Citizenship			
Mailing Address									
Mailing Address									
City	St	at o			ZIP	Con	untry		
Name of Additional Joint Inventor, if an	y:			Αp	petition has been file	for this	unsigned inventor		
Given Name (first and middle [if any])		•	Family Name or Surname						
·									
inventors Signature							Date		
Residence: City State			Country		Citizenship				
Mailing Address						_			
Mailing Address									
City	Stat	e			ZIP	c	ountry		

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